

ANNUAL REPORT

2024-2025



JA
Prince Edward
Island

Member of JA Canada

November 2025



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THIS IS JA

Mission

Junior Achievement inspires and prepares young people to succeed in a global economy.

Vision

A world in which... young people have the skillset and mindset to build thriving communities.

Values

- Believe in the boundless potential of young people.
- Advocate for the impact of relevant hands-on learning.
- Teach principled, market-based economics and entrepreneurship that build a more sustainable world.
- Approach our work with passion, honesty, integrity and excellence.
- Seek out diverse backgrounds, perspectives, and talents in our staff, volunteers and boards to reflect the geographies and communities we serve.
- Nurture the power of partnership and collaboration.



THIS IS JA

JA Prince Edward Island inspires the next generation to realize their potential and make a positive impact in their communities. We collaborate with educators, volunteers, and organizations across Prince Edward Island to deliver hands-on, immersive, and digital learning experiences to over 6,000 young Islanders.

JA Prince Edward Island prepares students for future success by providing learning experiences that focus on one or more of its key pillars (focus areas):



Financial Health



Entrepreneurship

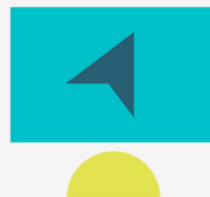


Work Readiness

JA Prince Edward Island is agile and innovative in its program offerings to ensure accessibility to students and teachers in diverse communities across the province.



Facilitated Programs



Self-Directed Online Programs



Immersive Community-Based Experiences

PROJECT HIGHLIGHTS

Our mission is to inspire and prepare young people to succeed in a global economy.

6965

Total Student
Learning
Experiences

28%

Year over
Year Growth

80%

Of Island ELSB
Schools Enrolled in
JA Programming

639

Community-
Integrated Learning
Experiences

25

Program Volunteers
& Mentors

4

New Experiential
Learning
Initiatives Launched



IN-SCHOOL PROGRAMS



Elementary School Programs



Our Community - Grade 3

Students discover how businesses shape our lives and strengthen society.



Our Country - Grade 4

Students develop innovative new ideas for business and society.



Our Business World - Grade 5

Students explore how businesses are created and what makes them thrive.



More than Money - Grade 6

Students learn about earning, spending, sharing, and saving money.



Middle School Programs



Dollars with Sense - Grade 7

Students get the vital tools they need to make smart financial decisions, live debt-free and become savvy investors.

National Development Partner TD



Economics for Success - Grade 8

Students learn what is needed to succeed in today's workforce and think about life after high school.



Success Skills - Grades 9/10

Students develop the communication and personal skills needed to achieve career and lifelong learning success.

National Development Partner Z Zurich Foundation



Personal Finance - Grade 10

Students gain personal money management skills including spending wisely, budgeting, saving, investing, and using credit.



COMPANY PROGRAM

Grades 9-12

JA PEI's flagship Company Program is an immersive experience that empowers Grade 9-12 students to start and run a real-world business with guidance from knowledgeable mentors.

JA PEI offers the Company Program in two formats:

1. In-School Company Program: The Company Program curriculum and materials are aligned with the Grade 11 Entrepreneurship 521 curriculum. Teachers use the JA In-School Company Program to guide their classroom teaching. JA PEI works with educators to provide mentors, guest speakers, and experiential learning experiences (selling events, pitch competitions) to enhance learning outcomes.

2. After-School Company Program: In 2023-24, JA PEI reintroduced the extracurricular After-School Company Program as part of a larger experiential education pilot initiative. In 2024-25, we expanded the program to be offered in both the Charlottetown and Three Rivers areas. Doing so enabled us to deliver this program directly to youth and extend the offering to those who do not have an in-school Company Program option. With the specific intention of exposing youth to industry support services, this program was delivered at the BioAlliance and Food Island Partnership shared office. With the same intention, we are hosting an after-school Company Program at the Rural Action Centre in Montague.

Program Aims:

In starting their own businesses through the Company Program, participants build experience and transferable skills in problem-solving, team building, public speaking, financial management, resiliency building, community connection and exposure, and goal setting and evaluation.

2024-25 Outcomes:

In 2024-25, 275 students will participate in a combination of the JA PEI In-School and After-School Company Programs. JA PEI has almost doubled the participation rate in the After-School Company Program, going from 26 students the previous year to 45 in 2024-25. In addition to the regular Company Program delivery, JA PEI successfully expanded the Company Program to Montague, hosted three successful selling events, introduced the Resiliency Journal, and launched the Pitch Competition in Collaboration with UPEI CCCE.



Charlottetown Company Program students celebrating completing the 15-week program.

COMPANY PROGRAM COMPANY OF THE YEAR

White Lobster PEI

Our recipient this year, is a story about innovation, adaptation, and national pride. This company offers apparel tailored to PEI locals and tourists. Their quality t-shirts and hoodies paired with their strong branding made them an instant success. But as the political climate shifted, so did these young entrepreneurs.

White Lobster PEI from Charlottetown Rural High School expanded its product offerings to align with the demand for Canadian-made products. By utilizing innovative technology, they were able to adapt quickly, seamlessly, and without having to sacrifice quality or their branding. In just three months, the company has accumulated over \$5,000 in sales by selling locally at Founders Hall, across Canada through their online storefront, and even overseas as far as Australia. You may have seen them in the news or even in an interview with Premier Rob Lantz.



White Lobster PEI being awarded the Bill & Gladys Hambly Company of the Year Award at the annual JA PEI Business Hall of Fame Gala.

COMPANY PROGRAM PITCH COMPETITION

Grades 10-12

At the UPEI Catherine Callbeck Centre for Entrepreneurship, students kickstart their entrepreneurial journey and sharpen their business skills in a real-world setting. This competition enhances students' entrepreneurial knowledge and presentation abilities and exposes them to potential pathways to further develop their entrepreneurial skills.

Program Aim: This day was an opportunity for students to experience a real-life business competition, competing for real dollars, in front of a panel of business investors and support services. Students understood the importance of clearly describing their business, target market, start-up costs, and what problem they are solving with their product. In pitching their product, they also received judges' feedback and insight into the world of business.

2024-25 Outcomes: 147 students, making up 43 companies from 5 Entrepreneurship 521 classes across PEI.

- First Place - Kool Keys from Charlottetown Rural High School
- Second Place - Dry & Cozy from Montague Regional High School
- Third Place - Classix Boards and Centre Stage Games from Montague Regional High School

Industry Experts as judges included:

- Shelby McDonald from Innovation PEI,
- Dallas Kelly from BDC, and
- Lauren Ledwell from Sandpiper Ventures.



*First place winners,
Kool Keys*



*Cheque Presentation to
Centre Stage Games*



WORLD OF CHOICES

Grade 10

Students come together with career mentors to explore career paths in local businesses in hands-on, experiential learning environments.

Through the World of Choices Career Exploration Series, JA PEI embodies the spirit that “to be it, you need to see it,” by exposing Island students to several possible career and entrepreneurial opportunities. Students are also equipped with the skills and knowledge to learn more about potential career choices in fields of interest. Learning outcomes in World of Choices Learning Series events include:

- Recognize how transferable skills, including communication, creativity, digital literacy, adaptability, and financial health, can enable career success.
- Explore potential career and entrepreneurial pathways.
- Be empowered to succeed in designing a career path.
- Discover educational opportunities and training.

The World of Choices Career Exploration Series is broken into three levels.

- Level 1 - In-Class Presentation
- Level 2 - Business Site Visit
- Level 3 - Skilled Trades Summit

2024-25 Outcomes: JA PEI successfully delivered the World of Choices In-Class Presentation to over 500 grade 10 students Island-wide. Of these students, 174 participated in the World of Choices Business Site visits, and 92 enrolled in the World of Choices Skilled Trades Summit at Holland College. Student participants would have been exposed to anywhere between five (level 1 participants) and 14 (level 3 participants) potential career and entrepreneurial opportunities. JA PEI also worked with Confound Films, a videography company and JA PEI alumnus, to update the World of Choices career video library. The library focuses on showcasing Islanders in careers in high-demand sectors.

JA Students
at Cavendish Farms



JA Students
at Trout River Industries

WORLD OF CHOICES SKILLED TRADE SUMMIT

Grades 10-12

The Skilled Trade Summit was designed for students to learn about diverse opportunities in the trades sector and the training, experience, and education required for various trades careers. This one-day event is held at the Holland College Waterfront Campus in Summerside.

2024-25 Outcomes: 75 students across PEI joined us for a day of lab rotations and round table discussions with trade industry mentors. Students had the opportunity to participate in the following hands-on lab experiences:

- Aircraft Turbine Technician
- Wind Turbine Technician
- Energy Systems Engineering Technology
- Precision Machinist
- Electromechanical Technology / Industrial Electrical Technology
- Welding
- Carpentry



PD DAY CAMP: INNOVATION CHALLENGE

Grades 2-6

Students participate in a day-long innovation challenge where they develop creative solutions and formulate business pitches around their idea.

This innovative initiative combined elements from three regular JA PEI programs (Our Country: Innovation and Technology, Our Business World, and More than Money) to give students a day-long entrepreneurial experience. Participants embarked on a journey that included designing a business solution, prototyping their product, developing a business plan, creating a brand, and pitching their business concepts.

This experiential learning day, JA PEI showed youth the problems businesses can solve through creative and entrepreneurial thinking. Introducing these concepts to youth fosters an innovative mindset at a young age when individuals' creativity skills are at a peak. Learning outcomes for participants included the understanding of:

- Basics of design thinking to develop a solution to a challenge
- How businesses help individuals find a solution to their challenges
- The basics of business planning, product funding, branding, and marketing
- The basics of how to pitch their business solution to investors
- All activities were fun and engaging, keeping students interested and thinking about how to continue to build their businesses

"I was thinking... having just one product won't be enough to have in my store; I'll need more." – PD Day Camp participant, age 7

2024-25 Outcomes: A PEI successfully hosted 27 students for two PD Day Camp events with the Georgetown Public Library as this year's program partner.



PROGRAM BREAKDOWN

2024-25 PROGRAM	TOTAL PROGRAMS	TOTAL LEARNING EXPERINCES
Classroom Programs		
Grade 3 - Our Community	39	756
Grade 4 - Our Country	28	613
Grade 5 - Our Business World	17	369
Grade 6 - More than Money	16	334
Grade 7 - Dollars With Sense	20	477
Grade 8 - Economics for Success	22	521
Grade 9/10 - Success Skills	45	1325
Grade 11/12 - Be Entrepreneurial	2	35
Grade 10 - Personal Finance	34	958
World of Choices (WOC)		
WOC - In-Class	16	464
WOC - Site Visits	6	174
WOC - Skilled Trades Summit	1	75
WOC - Virtual Skilled Trades Fair	1	47
Company Program (CP)		
In School Company Program	11	302
After School Company Program	2	38
CP Pitch Competition	1	147
CP Selling Events	3	142
CP Event Etiquette Session	5	128
Other		
PD Day Camps	2	20
Camp Success	1	3
Students at Community/Business Events	4	37
Total	276	6965



PROGRAMS YEAR OVER YEAR

	Actual 2018-19	Actual 2019-20	Actual 2020-21	Actual 2021-22	Actual 2022-23	Actual 2023-24	Goal 2024-25	Actual 2024-25	Goal 2025-26
Students Served	5663	3851	3265	4704	4436	5444	5500	6965	7000
Programs Delivered	274	178	302	339	247	248	250	276	278



BITE-SIZED LEARNING

Learning modules that help prepare youth for financially healthy futures.
Success starts here.

Open Access	Student Experiences
Money Questions	179
Post Secondary Modules	845
Currency Modules	18
Scam Smarts	94
Success Skills Webinar	123
Financial Futures	177
Career Exploration Centre	674
Keep Your Balance Tool	921
Knowledge Hub	24
BizCraft	7
Youth Challenge	2
Total	3064

In 2023-24, JA Canada launched new bite-sized learning modules (Inspire Engagements). These short interactive educational modules focus on various money concepts and can be completed in any order and in any quantity. Likewise, they can be completed independently or used in the classroom for group learning.

JA PEI enhanced student learning by sharing these modules with classroom teachers, offering students extended learning opportunities, and incorporating them into existing program deliveries.

The table to the left outlines JA PEI's student reach through these micro-learning opportunities in 2024-25.

2024-25 SCHOOLS ENROLLED

- Alberton Elementary
- Amherst Cove Consolidated
- Athena Consolidated
- Belfast Consolidated
- Bloomfield Elementary
- Bluefield High School
- Cardigan Consolidated
- Central Queens Elementary
- Charlottetown Rural High
- Colonel Gray High School
- Donagh Regional
- East Wiltshire Intermediate
- Eliot River Elementary
- Ellerslie Elementary
- Elm Street Elementary

- Englewood Consolidated
- Georgetown Elementary
- Grace Christian School
- Greenfield Elementary
- Gulf Shore Consolidated
- Kensington Intermediate Senior High
- Kinkora Regional High
- L.M. Montgomery Elementary
- Miscouche Consolidated
- Montague Consolidated
- Morell Consolidated
- Morell Regional High
- Mount Stewart Consolidated
- O'Leary Elementary
- Parkside Elementary

- Prince Street Elementary
- Queen Charlotte Intermediate
- Queen Elizabeth Elementary
- Sherwood Elementary
- Somerset Elementary
- Souris Regional School
- Southern Kings Consolidated
- Spring Park Elementary
- St. Louis Elementary
- Stratford Elementary
- Three Oaks Senior High
- Vernon River Consolidated
- West Royalty Elementary
- Westisle Composite High School
- Westwood Primary



2024-25 PROGRAM VOLUNTEERS

Company Program Mentors

- Anna Mallard
- Shelby MacDonald
- Amy Andres
- Jeremy Heartz
- Lauren Ledwell
- Brent Brynes
- Christina MacLeod
- Alisa Beck
- Mark Baker
- Trent Cousins

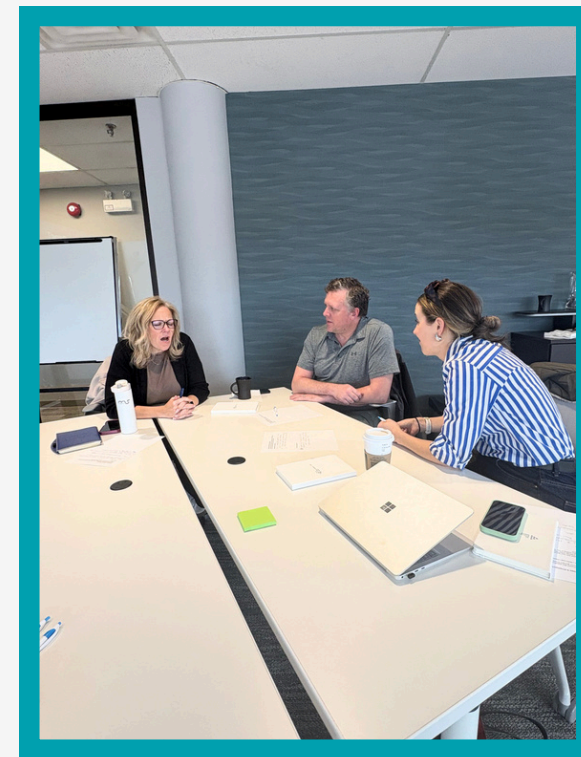
Classroom Volunteers

- Jackson Reddin
- Lindsay Jenkins
- Liz Nicholson
- Austin Ukatu
- Chelsea Neil
- Andrew MacNevin
- Ryan Curran
- Cameron Barry
- Tyler Kenny
- Brodie Watts
- Brett Gallant
- Brandon Higginbotham
- Derek Tweel
- Dallas Kelly
- Richard Russell



INDUSTRY FOCUS GROUP

On April 29th, JA PEI hosted an inaugural industry roundtable to gather input and feedback from industry on the skills gap in new workers and how JA PEI can assist in addressing the challenges and opportunities employers are presented with.



Attendees Included:

- Chelsea Neill - Scotiabank
- Terry Nabburs, Wheelhouse Restaurant
- Lauren Ledwell, Sandpiper Ventures
- Shanahan Gardiner, SkillsPEI
- Corynn Clemence, TIAPEI
- Derek Tweel, Murphy's Pharmacies
- Brendan Curran, PEI CleanTech
- Dawn Allan, Downtown Charlottetown Inc.
- Bianca McGregor, Charlottetown Chamber
- Andrew MacCormack, Leading Edge Group
- Chris Gallant, PEI IT Alliance
- Craig Roache, Holland College Summerside Waterfront Campus
- Ben Jelly, Maritime Fun Group

Celebrating 40 Years of JA PEI

In April of 2025, JA PEI celebrated 40 years of inspiring the next generation of business and community leaders. Current and past staff, students, volunteers, and friends of JA gathered to honor this milestone at Receiver Coffee (owned and operated by JA PEI alumni, Chris Francis).



JA PRINCE EDWARD ISLAND BUSINESS HALL OF FAME

Celebrating Today & Inspiring Tomorrow



In 2025, JA PEI hosted the 26th Annual PEI Business Hall of Fame Gala and inducted three outstanding community and business leaders: Wayne Carew, Kim Green, and Wayne Proude. JA PEI also hosted the third annual Student Marketplace at the event, where over 64 Island students pitched and sold their Company Program products to guests.

JA DAY AT MCDONALD'S

On April 11th, 2025 JA PEI hosted the 16th Annual JA Day at McDonald's event, raising a record-breaking \$12,000 for Island youth. Thank you McDonald's for your continued support!



Pictured Left to Right: Tannis Bruder (HOT 105.5), Sam Dennis (JA PEI Charlottetown Company Program Student)



Pictured Left to Right: Sheryl MacAulay (JA PEI), Mike McKenna (McDonald's PEI), and Jennifer Evans (Stingray)

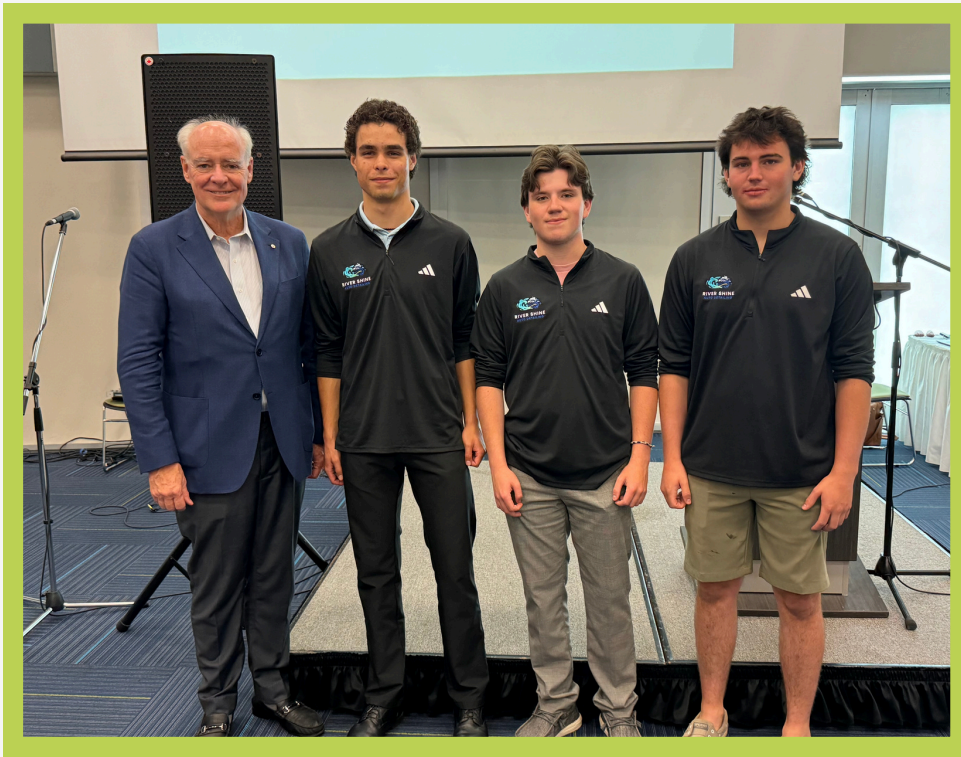


Pictured Left to Right: Michelle Burge (MRSB) and Honourable Jenn Redmond, Minister of Workforce



Summerside Rotary and Chamber Lobster Luncheon

On July 12th, 2024 JA PEI with Summerside Rotary and Chamber hosted Business Lobster Luncheon at Credit Union Place. River Shine Auto Detailing, the 2024 Company of the Year Recipients, and Honorable Perrin Beatty, Former CEO of the Canadian Chamber of Commerce, spoke at the event.



Pictured Left to Right: Honorable Perrin Beatty, Former CEO of Canadian Chamber of Commerce, River Shine's Aidyn Zwicker, Tasen Gallant and Daniel Corcoran.



Pictured Left to Right: Monica Wang, Former Summerside Chamber President, Les MacLean, Former President of the Rotary Club and Summerside Chamber CEO, Sheryl MacAulay, CEO of JA PEI, Jessica Casley.



BRIGHT FRIDAY

On November 29, 2024 JA PEI decided to rename Black Friday to Bright Friday to align with our goals to make the future brighter for all Island youth. Thank you to our generous donors and supporters. We want to specifically thank Regis & Joan Duffy for their \$10,000 donation to this campaign.



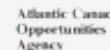
2024-25 FUNDING PARTNERS & SPONSORS



MAJOR PARTNERS



LEAD PARTNERS



SUPPORTER PARTNERS



VIDEO PARTNERS



MEDIA & PRODUCTION PARTNERS



TRAVEL PARTNERS



Friends of JA

The Gray Group
Greater Summerside Chamber of Commerce
Innovation PEI
Key Murray Law
McDonalds
MRSB
Regis & Joan Duffy
Rotary Club of Summerside

MEASURES OF SUCCESS

In addition to measuring the success of individual and specific programming, JA PEI measured broader program outcomes. Below are JA PEI's high-level metrics that will be used to evaluate JA PEI's overall impact in 2024-25 and how we will collect the information.

PROGRAM REACH: Measure JA PEI's overall number of students served annually, including geographical breakdown and participating schools, collected through registration data. As outlined previously, the target for 2024-25 was 5500 learning experiences. **JA PEI exceeded this goal with 6965 learning experiences.**

PROGRAM GROWTH: By how much has JA PEI increased overall program reach, comparing the number of students served each year to the previous year, collected through registration data? **28%**

PROGRAM LOYALTY: Indicate how many schools have re-registered for the program. Note – opting not to gauge loyalty from an individual teacher level, as they often change grades/schools/subjects, etc. **41/43 or 95% of schools returned this year.**

PROGRAM IMPACT: How the program has impacted students' learning in each of the JA PEI program pillars:

1. **Work Readiness:**

In a sample size of 100 students surveyed,

- 93% of students surveyed indicated that they are optimistic about their future career/job path.
- 87% of students surveyed indicated that they know what transferable skills they need to succeed.
- 86% indicated that they have a better understanding of how to build a plan to acquire the skills, education and training they need for future work.
 - “Through the activity that we did, I learned more about the importance of collaborating and communicating.”
 - “I learned more about how to work and communicate with peers.”



MEASURES OF SUCCESS

Continued

In addition to measuring the success of individual and specific programming, JA PEI measured broader program outcomes. Below are JA PEI's high-level metrics that will be used to evaluate JA PEI's overall impact in 2024-25 and how we will collect the information.

Entrepreneurship

- *100% of Company Program students surveyed indicated that they have increased their business knowledge and understanding through participation in the program.*
 - *94% surveyed agreed they achieved problem-solving skills.*
 - *95% surveyed agreed they achieved team-building skills.*
 - *95% surveyed agreed that they achieved goal-setting and evaluation skills.*
 - *89% surveyed agreed that they achieved community connection & exposure.*

Financial Literacy

- *In a sample size of 177 students who completed a JA PEI financial literacy program, 88% are more aware of how they can manage money effectively.*
- *When asked what was one thing they learned, students replied:*
 - *"I have learned to not spend money, make an effort to save it, and spend it carefully..."*
 - *"When you invest, you can either make money or lose it."*
 - *"I learned how to budget."*



BOARD OF DIRECTORS

Michelle Burge

Chair/Treasurer
MRSB

Derek Tweel

Vice-Chair
Murphy's Pharmacies

Anthony Gill

Executive Member
UPEI

Derek McEwen

Executive Member
Government of PEI

Brent Byrnes

Executive Member
Innovation Canada

Preston Llewellyn

Director
InnovationPEI

Ryan Keliher

Director
PEI Teachers' Federation

Tyler Kenny

Director
RBC Dominion Securities

Sydney Gallant

Director
Cox & Palmer

Shawn MacDougall

Director
Holland College



TESTIMONIAL

Westisle Composite High School CEO & Entrepreneurship Teacher, Lucas MacLean, shared the following words regarding his experience with JA PEI:

As a CEO & Entrepreneurship teacher at Westisle Composite High School, I have had the privilege to work with Junior Achievement PEI over the past school year. They are an amazing organization with fantastic and accessible leadership, who are always willing and able to provide a helping hand. They are a group that is willing and able to travel UP west to have in class experiences with students at Westisle and that is immensely appreciated by the students and myself.

Their Company Program which is run in conjunction with the Entrepreneurship 521 course is an incredibly eye-opening experience for myself and my students. With this being my first year teaching the course, the organization has, and was very eager to provide me with the tools needed to help the students succeed in launching their entrepreneurial ventures.

The programs are amazing, from their World of Choices program, their budgeting seminars, their PD, and after school programs, and of course their Company Program. I would encourage all students, teachers, parents and Islanders to investigate what this company has to offer. This may be my first year partnering with JA as an educator, but I am confident, that I will working with them for the rest of my educational career.

Regards:

Lucas MacLean

Westisle Composite High School



**JA
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